



**CNBM**

**COMMITTED TO BUILDING THE WORLD**

Most influential integrated service providers and integrated suppliers



**Three Core Service System  
of Real Estate & Hospitality  
Investment**

+



**Professional Selection of Equipment,  
Materials and Hardware & Software  
and Professional Installation**

=



**Real Estate & Hospitality  
Business Success**



**CNBM**

**A**

## **THE STRENGTH OF CNBM**

**B**

## **INTEGRATED REAL ESTATE & HOSPITALITY SOLUTION**

- THREE CORE SERVICE SYSTEM OF REAL ESTATE & HOSPITALITY INVESTMENT
- PROFESSIONAL SELECTION OF EQUIPMENT MATERIALS AND HARDWARE & SOFTWARE AND PROFESSIONAL INSTALLATION

**C**

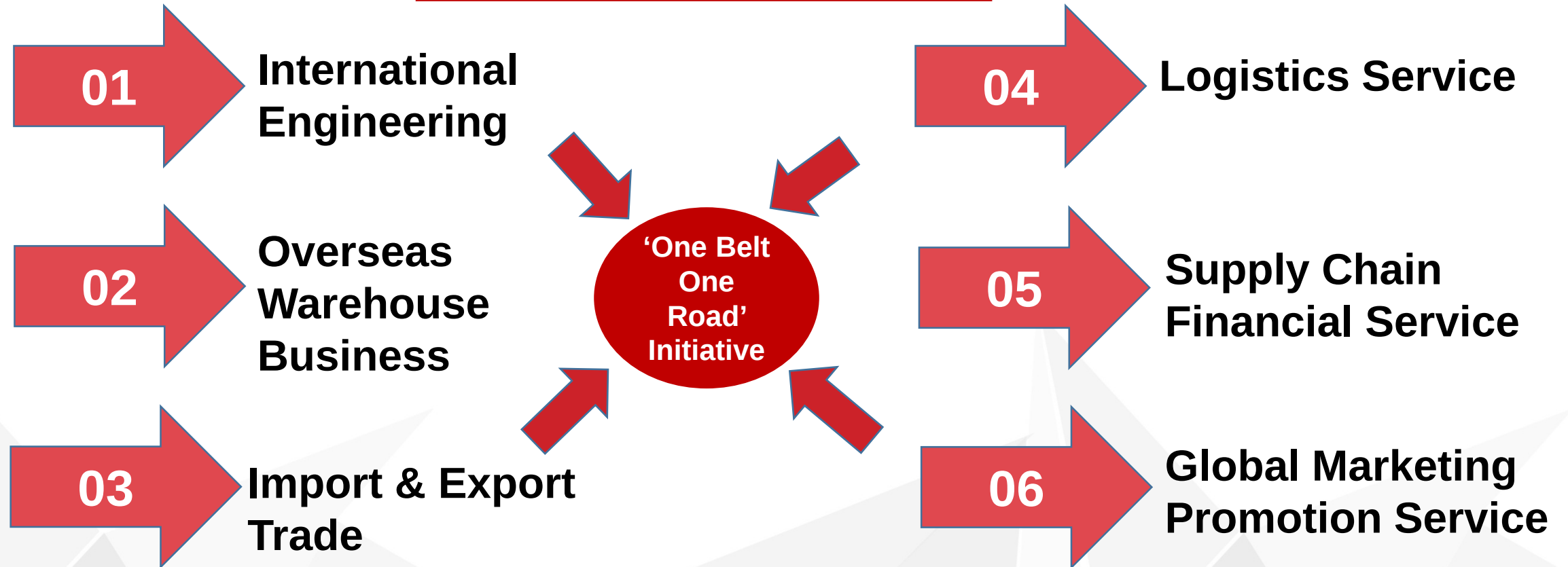
## **CASE REFERENCE**



**A**

# **The Strength of CNBM**

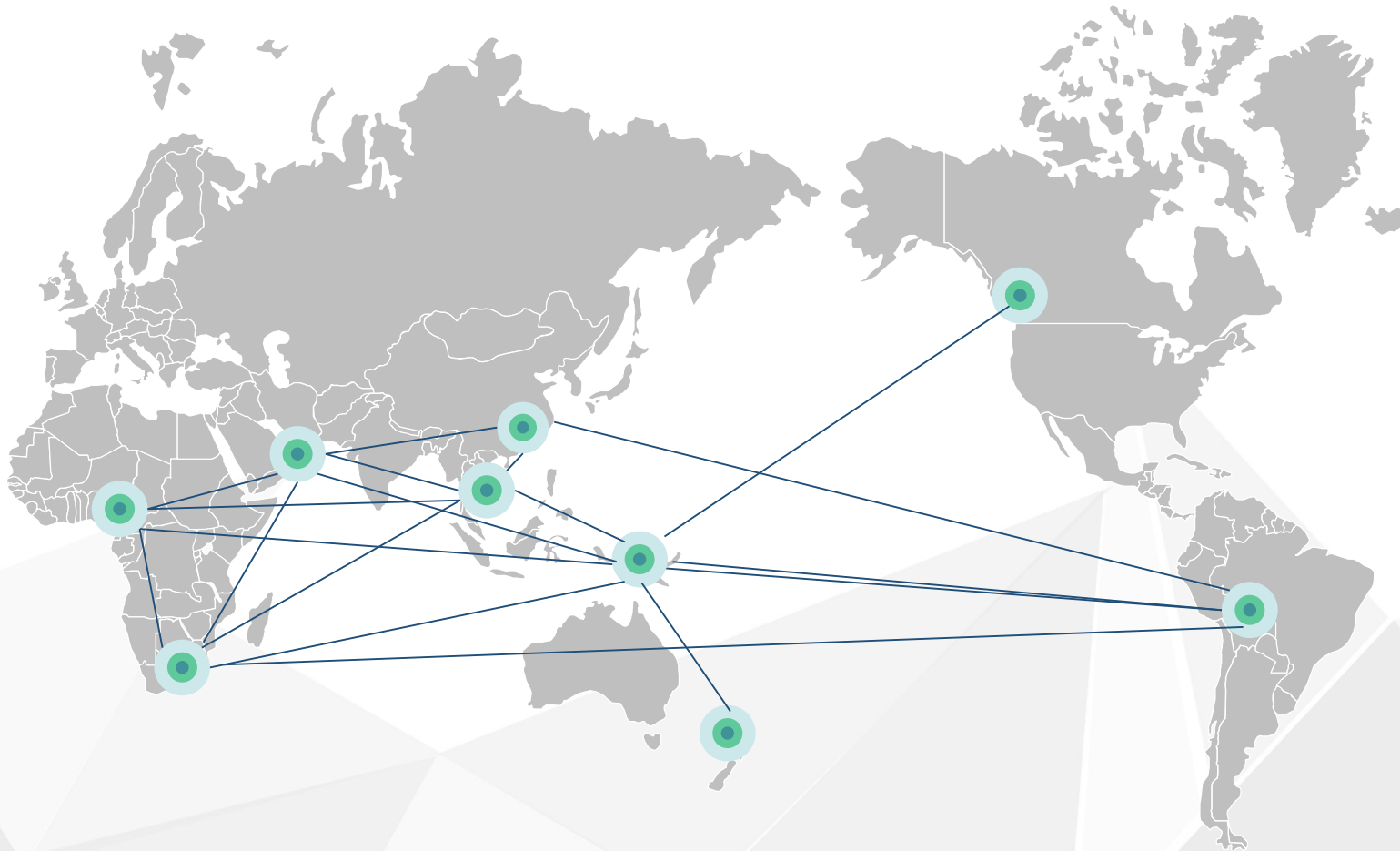
## Six Major Services



# Global Net Construction



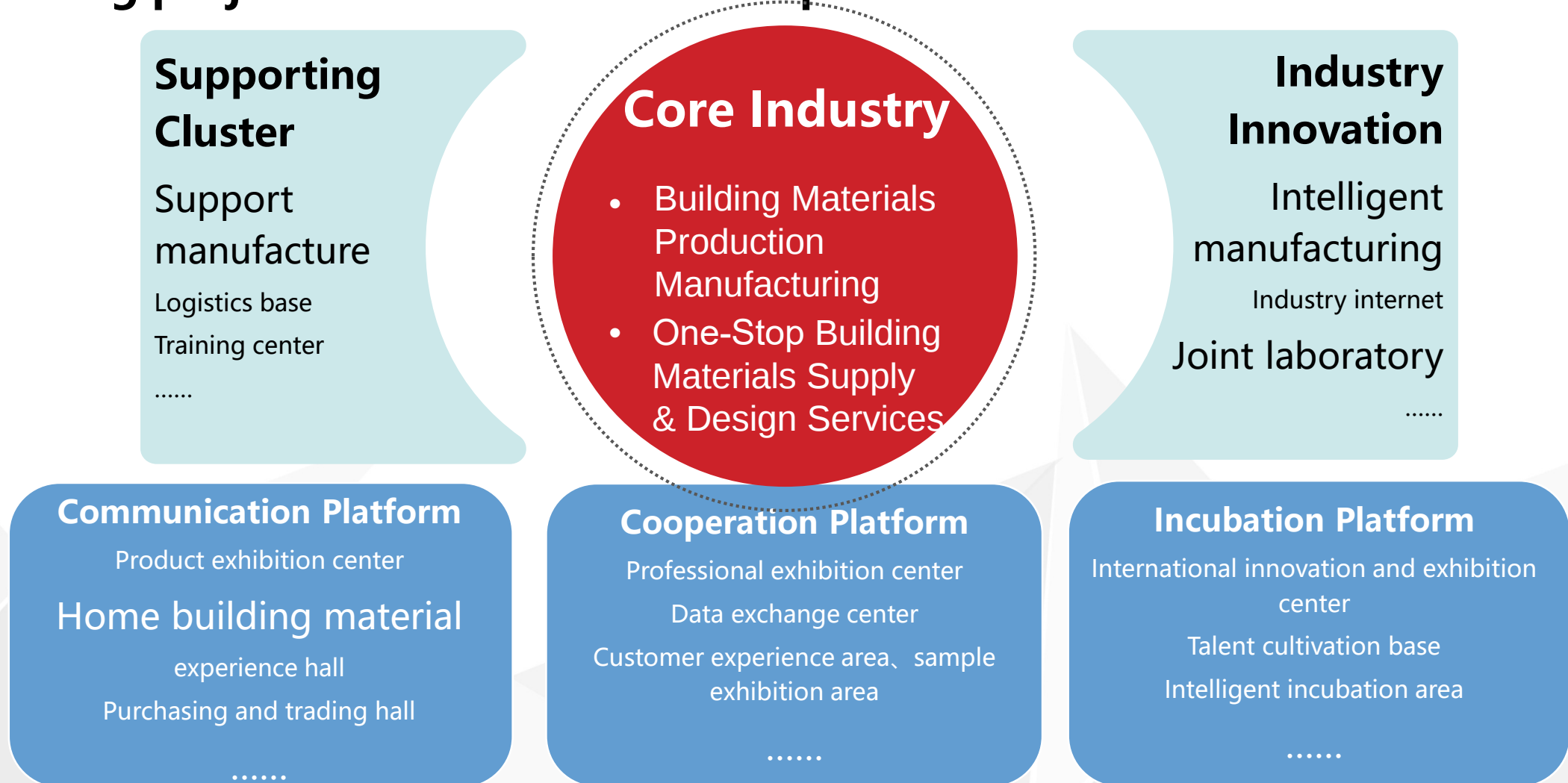
**Global net construction : We will build a global network of overseas warehouses and form a pattern of "buying and selling globally".**



# Business Model Upgrading



After a period of business accumulation, at a higher level, we will jointly build (building materials) Industrial Park and contract international engineering projects with multilateral cooperation .





# INTEGRATED REAL ESTATE & HOSPITALITY SOLUTION



## ONE-STOP SOLUTION PROVIDER

OF CONSULTANCY, DESIGN, BUILDING SUPPLIES AND EQUIPMENT FOR REAL ESTATE & HOSPITALITY

## PERCEPTIONS & UNDERSTANDINGS IN REAL ESTATE & HOSPITALITY INDUSTRY

The essence of real estate & hospitality investment is to maintain value of investment capital and to obtain sustainable and cost-effective returns on investment. The key of maintaining and increasing value of real estate & hospitality investment is to provide customers with excellent accommodation consumption experiences. In this way, a good RevPAV (high average room rate and high occupancy rate) can be realized, and at the same time by improved hotel management and operation, low maintenance rate, low replacement rate and low renovation rate of hotel facilities can be achieved as well, so as to reach a final good GOP and NOP and good GOP and NOP rate. In order to realize low investment and high returns for real estate & hospitality investment, the rule of **“70% planning and construction & 30% operation and management”** shall be complied with. 70% success of real estate & hospitality investment depends on early-term design and planning and medium-term construction and decoration, and 30% on later-term operation and management.

**70% planning  
and construction**



**30% operation  
and management**

# Sustainable and Cost-effective ROI



## Our Mission



Make positioning, design, construction of real estate and hospitalities no more difficult for global real estate and hospitality investors and owners, and easily achieve ideal ROI



Make global travelers enjoy a better travel experience in their business travel and leisure holiday.

## One-Stop Solutions of Consultancy, Design, Building Supplies and Equipment for Real Estate & Hospitality

Three Core Service System of Real Estate and Hospitality Investment



Professional Selection of Equipment, Materials and Hardware & Software and Professional Installation



**100%**

Real Estate and Hospitality Business Success

## PROFESSIONAL SELECTION OF EQUIPMENT, MATERIALS AND HARDWARE & SOFTWARE AND PROFESSIONAL INSTALLATION



Aluminum & Steel Glazing System Products



HVAC System



Water Supply and Drainage System



Fire Protection System



Electrical System



Boiler System



Special Equipment (Such as Elevator)



Swimming Pool System



Security System



IT System



Smart Room Control System



Audio/Video System



Building Automation System



Linen Chute Solution



Lighting/Switch /Socket



Window & Door



Wall & Floor Covering



Decoration and Artwork



Bathroom Solution



Kitchen & Laundry Equipment



Hospitality Signage & Wayfinding



Indoor and Outdoor Furniture



Outdoor and Landscape Solution



Hospitality Supplies Solution



Fitness Equipment

## ▼ **THREE CORE SERVICE SYSTEM OF REAL ESTATE AND HOSPITALITY INVESTMENT**

### **1.Positioning, Planning and Design Service System**

#### ① **Positioning:**

- Consumers Positioning
- Investment Positioning
- Surround Positioning
- Cultural Positioning
- Functional Positioning
- Facility Positioning

#### ② **Architectural Design and Interior Design:**

- Circulation Design
- Functional Design
- Style Design
- FF&E Design

#### ③ **Specialty Design:**

- MEP Design [including HVAC, Plumbing & Drainage System, Fire Protection System, Electrical System, Intelligence Management System (ELV System), Elevator etc.]
- Lighting Design
- Kitchen & Laundry Design
- Audiovisual (AV) & Acoustic Design
- Swimming Pool Design
- Artwork Design
- Signage and Wayfinding Design
- Landscape Design

#### ④ **Product and Application Design:**

Including Designs of Curtain Wall and Facade , Steel Structure, Canopy, Furniture, Lighting, Window & Door, Sanitary Ware, and so on.

### **2.Construction and Outfitting Service System**

#### ① **Demand Position Interpretation, Selection of Equipment, Materials and Hardware & Software and Cost Control Services**

#### ② **Project Measurement Service**

#### ③ **Production and Quality Control Services**

- Customized Production
- Quality Control From Start To Finish
- Guaranteed Lead Time
- Off-setting Order By Lead-time
- Competitive Sea Freight
- Cost-saving By Consolidated Shipment Service
- Trusted Logistics & Insurance Service

#### ④ **Services for Product Installation or Installation and Maintenance Guidance**

### **3.Opening Support Service and IT System**

#### ① **One Stop HOE (OS&E) Solution for Hospitality Opening**

#### ② **IT System**





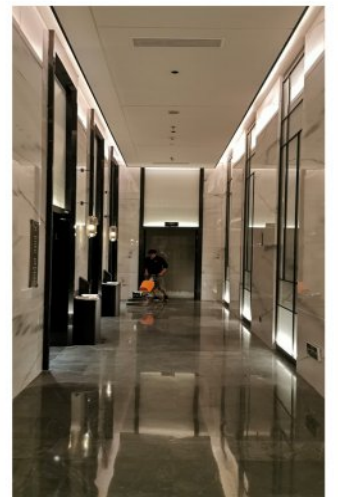
## Case Reference

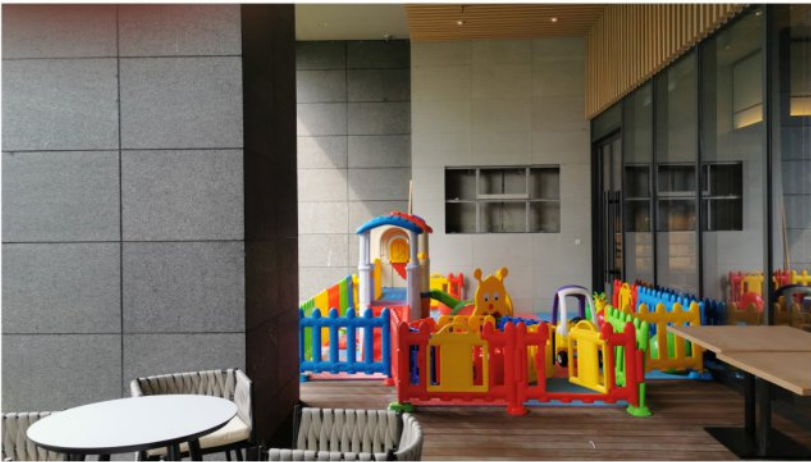
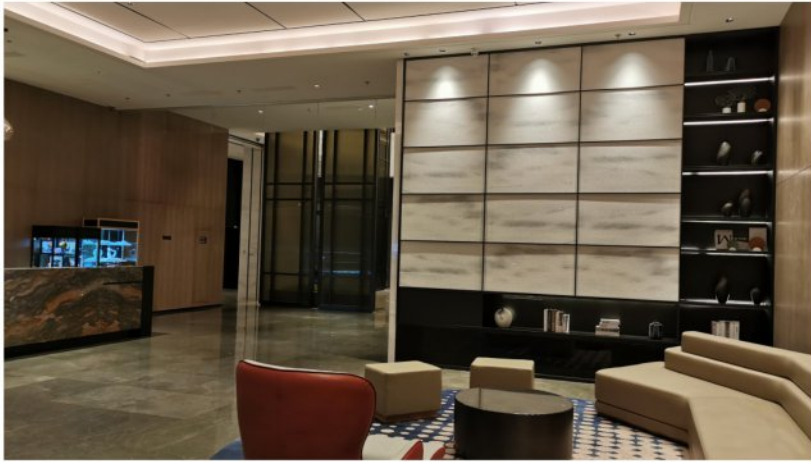
### Lobby

3D Rendering



Real Pictures





## Standard King Room

3D Rendering



Real Pictures

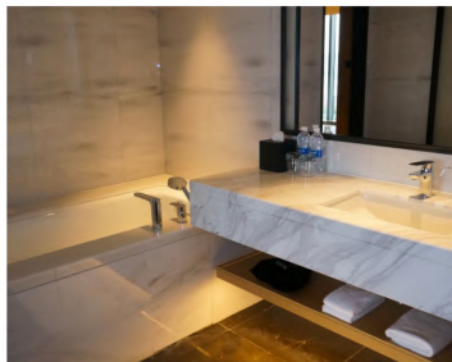
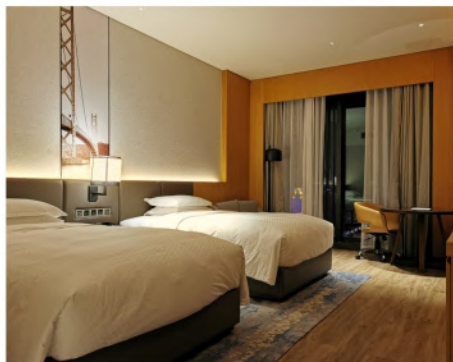
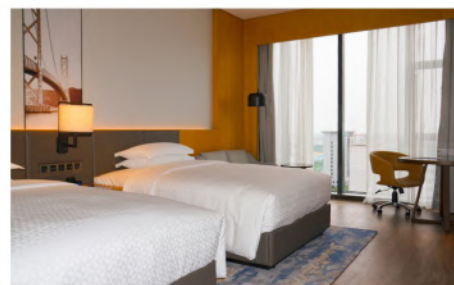
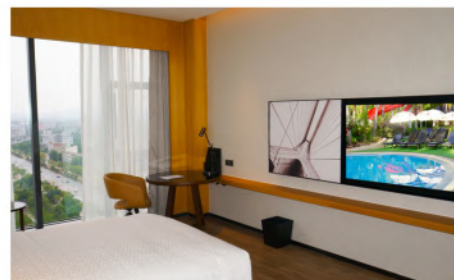


## Standard Twin Room

3D Rendering



Real Pictures



## Presidential Suite

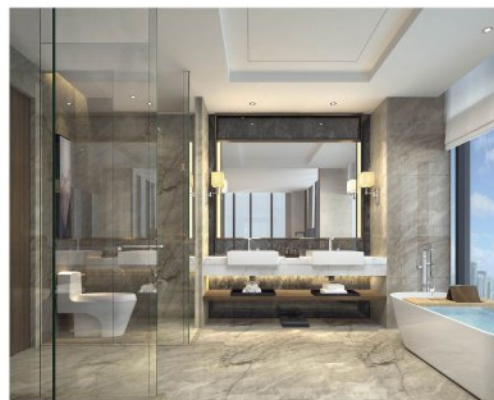
3D Rendering



Presidential Suite Living Room

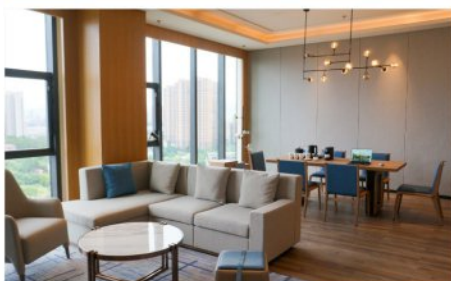


Presidential Suite Guestroom



Presidential Suite Bathroom

Real Pictures

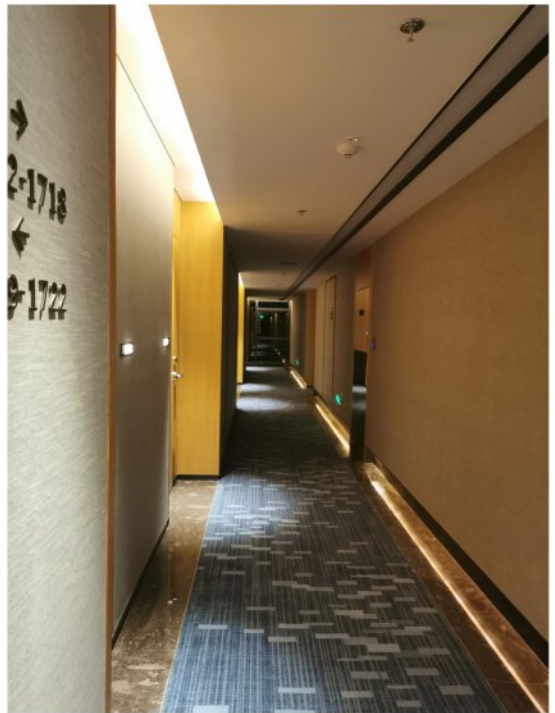


## Guest Corridor

3D Rendering



Real Picture



## Guest Elevator Lobby

3D Rendering



Real Picture

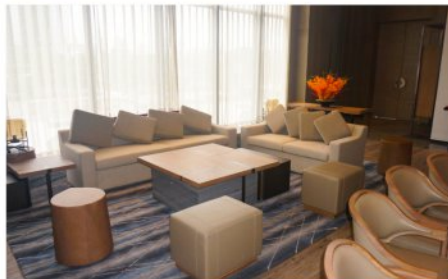


## Chinese Dining Room

3D Rendering



Real Pictures



## All-day Dining Room

3D Rendering



Real Pictures



## Banquet Hall

3D Rendering



Real Pictures



## Swimming Pool

3D Rendering



Real Picture



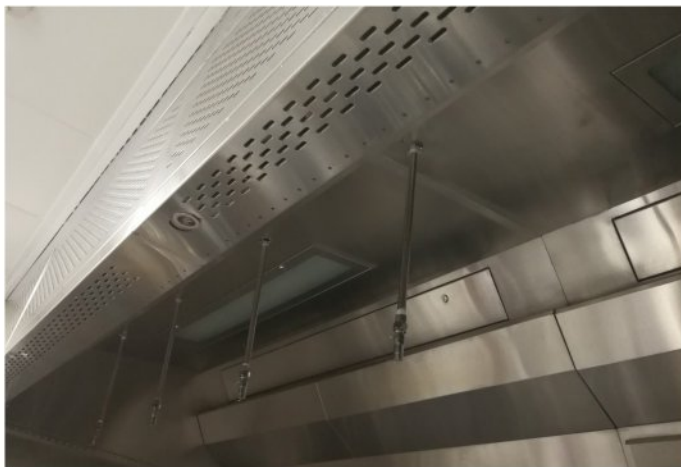
## Gym

Real Picture



## Kitchen

Real Pictures

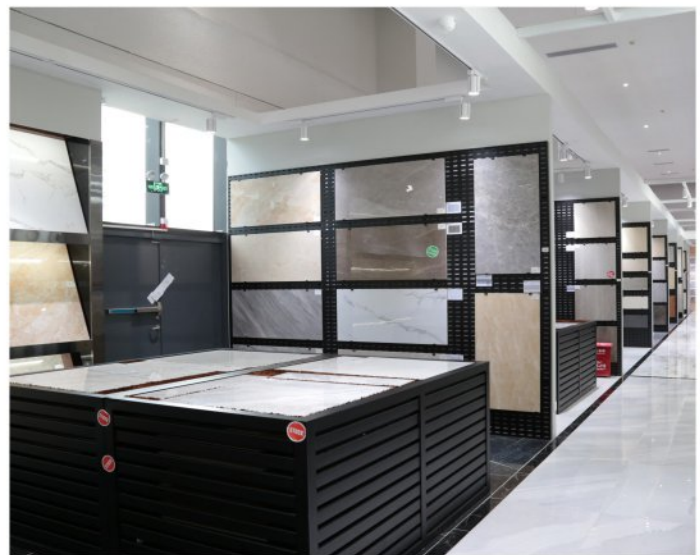


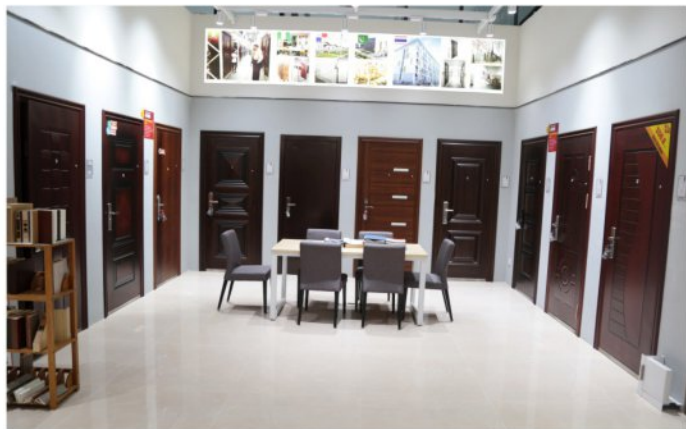
## Laundry Room

Real Pictures













地址：深圳龙华区新区大道897号中建材陆海大厦  
Address: CNBM Lu Hai Building, 897 Xinqu Avenue,  
Longhua District, Shenzhen, China